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Japan

Agricultural Situation

This Week in Japan

2001

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Report Highlights: A summary of events and developments in the United States' largest export market for agricultural, forestry, and fishery products. This week's highlights includes: Japan Implements Strict BSE Measures; Japan Proposes a Safety Net on Domestic Vegetables; ATO/Tokyo Sponsors American Food Fair at Leading Sapporo Hotel; Health Food Product Buyers Gather in Tokyo for Health Ingredients Show.

Includes PSD changes: No
Includes Trade Matrix: No
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This Week in Japan

An Update of Major News and Events from the Largest U.S. Agricultural Export Market

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i Japan Implements Strict BSE Measures: Due to heightened consumer concerns about the safety of Japanese beef, the Ministry of Health, Labor and Welfare (MHLW) announced it will start testing all cattle for BSE at the time of slaughter, regardless of age. Trade contacts hope that Japanese retailers and food service outlets will begin to resume purchases of domestic beef once the new testing program is implemented on October 18th. However, sales will not recover fully for some time. MHLW has instructed food manufacturers to check their processed food products to make sure that they do not contain high risk materials, such as brains, eyes, bone marrow and intestines. They have been told to recall any products found to contain such high risk materials. (AgAffairs/Tokyo)

i Japan Proposes a Safety Net on Domestic Vegetables: On September 25, Japan submitted a proposal on the implementation of special safeguards for perishable products to the WTO Special Session of the Committee on Agriculture. The proposal is a new safeguard mechanism for seasonal and perishable agricultural products to provide for "timely and effective" safeguard measures. Pre-set trigger levels for quantity and/or price of imports would apply to unprocessed agricultural products, frozen products, and slightly processed products, such as cut vegetables. For more information, see report JA1096. (AgAffairs/Tokyo)

i ATO/Tokyo Sponsors American Food Fair at Leading Sapporo Hotel: The Sapporo Grand Hotel in Hokkaido held its first Great American Food Fair at its six restaurants and café lounges from September 1-30. Sponsored by ATO/Tokyo and various cooperator groups, the fair featured U.S. beef, pork, cheese, potatoes, prunes, strawberries, vegetables and wine. As a result of the promotion, the Grand Hotel is expected to purchase \$79,000 in U.S. food products over the next 12 months. (ATO/Tokyo)

i Health Food Product Buyers Gather in Tokyo for Health Ingredients Show: The annual Health Ingredients Show was held September 26-28 in Tokyo. Organized in response to the continuing health trend in Japan's retail food market, the show attracted more than 42,000 high quality, professional buyers from Japanese food manufacturers, health institutions and other related organizations. Three U.S. companies were among some 300 exhibitors which promoted health-oriented and organically-grown ingredients for use in various health food and supplement products. (ATO/Tokyo)

i Upcoming Events: October 17 - November 8, Ralse American Food Shop in Sapporo; October 20 - November 2, Japan Home Show in Tokyo; October 23-26, Great American Food Show Kansai 2001 in Osaka; November 1-4, NEXT Foods Ishikawa Show in Kanazawa; November 22-25, Japan Foodservice Show in Yokohama.